

Zoe Brimacombe- Pastry Chef

1. Zoe discovered her passion for pastry at the tender age of 3, when she found out that quiche was her favorite food. She progressed quickly from eating tarts and quiches to making them, and wowed judges at the local fairs in her early childhood with her exceptional boysenberry pie. After graduating high school (attaining the foods award in every grade) she attended the Savour Chocolate and Patisserie School for some specialization in her baking, pasty-making, and chocolate production, and then moved to New York where she completed a diploma program in Pastry and Baking at the Institute of Culinary Education. After graduating, Zoe worked in a few smaller restaurants for 3 years before eventually landing the job of chief desert chef at prestigious French restaurant Daniel in NYC. After working there for 6 years and receiving accolades from practically every culinary magazine in America and many worldwide, Zoe left her job there and opened a bakery independently. Serving a variety of desserts and savoury pastries (quiches, tarts, croissants, buns, etc.) the small business skyrocketed in popularity and became the hip place to come for all upscale new Yorkers who wanted a sweet or a bite or just somewhere trendy to hang out. The restaurant, called simply “Z” is now one of the most well-known and recognized pastry places outside of France.

2. I would accentuate the French nature of pastries and chocolates, but keep the brand’s style very hip and young. The style of the branches would be comfortable and slightly bohemian, but with nice dark wood touches and very clean, to keep it sophisticated. The company’s marketing strategy would be to make Z seem like the place to be as well as keeping our advertising quite honest and straightforward in terms of what we serve. Since the quality of our products would be so high, word of mouth would be a large contributor into our popularity. On twitter, facebook, and on our website we would stick to this same idea of comfortable yet classy. The brand would bring together the old-fashioned air of quaint bakeries and modern desires for “cool”.

Logo:



Slogan: Delicious in every sense of the word.